



**cms**

Content Management System

# **Publishing Standards**

**CMS 2.0**

## **Embassy CMS Program**



## Table of Contents

|   |    |
|---|----|
| Revision History .....                    | 6  |
| Introduction .....                        | 7  |
| Information Architecture .....            | 8  |
| Global Navigation .....                   | 9  |
| Information Architecture .....            | 10 |
| Design Standards .....                    | 15 |
| Consistent "Look and Feel" .....          | 15 |
| Official Seals .....                      | 16 |
| Official Banners .....                    | 17 |
| Standard Footer .....                     | 18 |
| Privacy Notice and Disclaimer .....       | 18 |
| Color Palette .....                       | 19 |
| Typography .....                          | 20 |
| Navigation .....                          | 21 |
| Global Navigation .....                   | 21 |
| Social Media Navigation .....             | 21 |
| Local (Left) Navigation .....             | 22 |
| Home Page Elements .....                  | 23 |
| Home Slideshow – Post News/RSS Feed ..... | 24 |
| Home Slideshow .....                      | 24 |
| Post News / RSS Feed .....                | 25 |
| Home Slideshow – Full .....               | 25 |
| Headlines (120, 90, 60) .....             | 26 |
| Tabbed Area .....                         | 27 |
| Feature Boxes .....                       | 28 |
| Feature – Single Image .....              | 28 |
| Feature - Carousel .....                  | 28 |
| Feature – Text/Image .....                | 29 |
| Feature – Links .....                     | 30 |
| More Links .....                          | 30 |
| Feature – Syndicated .....                | 31 |



|   |    |
|---|----|
| Social Media.....                           | 31 |
| Feature – Facebook.....                     | 32 |
| Feature – Twitter.....                      | 32 |
| Countdown Clock.....                        | 33 |
| Internal Page Elements.....                 | 34 |
| Main Content Area.....                      | 35 |
| Add This (Page Tools).....                  | 35 |
| Translation and Feedback Features.....      | 36 |
| Translation Feature.....                    | 36 |
| Feedback Feature.....                       | 36 |
| Feature Boxes.....                          | 36 |
| Enlarge Photo Feature.....                  | 37 |
| Embedded Code.....                          | 38 |
| Listing Page.....                           | 39 |
| Forms.....                                  | 40 |
| Photos.....                                 | 42 |
| Photo Tips.....                             | 42 |
| Size Options.....                           | 43 |
| Full Slide Show.....                        | 43 |
| Normal Slide Show.....                      | 43 |
| Internal Page and Photo Gallery Images..... | 44 |
| Feature Single Image.....                   | 44 |
| Multimedia Image (Rectangular Listing)..... | 44 |
| Listing Images.....                         | 45 |
| Captions.....                               | 45 |
| ALT Tags.....                               | 45 |
| Photo Credits.....                          | 45 |
| Photo Gallery.....                          | 46 |
| Other Graphics.....                         | 47 |
| Graphic Tips.....                           | 47 |
| CMS Standard Graphics – Examples.....       | 48 |
| Tables.....                                 | 49 |
| Scope Attribute.....                        | 49 |



|   |    |
|---|----|
| Table Summaries .....   | 50 |
| Properly Coded Table – Example .....                                      | 51 |
| Content in Multiple Languages .....                                       | 52 |
| Partial Language Site .....   | 53 |
| Full Language Site .....  | 53 |
| English Language Site with Links to Language (minimal translations) ..... | 54 |
| Global Navigation Link .....  | 55 |
| Translation Feature .....   | 55 |
| User Friendly Pages .....   | 56 |
| File Naming Conventions .....   | 56 |
| External Links .....  | 56 |
| Domain Names .....  | 56 |
| Content and Maintenance .....   | 57 |
| Accessibility Standards – Section 508 .....                               | 58 |
| What is Section 508? .....  | 58 |
| Web Accessibility Initiative .....  | 58 |
| Barrier to Access .....   | 58 |
| Accessible Design .....   | 59 |
| Unique Page Title .....   | 59 |
| Heading Tags – Proper Use .....   | 59 |
| Accessible Video .....  | 60 |
| Captioning and Transcripts .....  | 60 |
| Tips for Captioning .....   | 61 |
| Microsoft Media Player .....  | 61 |
| QuickTime .....   | 61 |
| Accessible PDF Documents .....  | 62 |
| Creating an Accessible PDF .....  | 62 |
| Converting a Word document to PDF within Adobe Acrobat .....              | 62 |
| Checking a PDF for Accessibility .....                                    | 62 |
| Resources .....   | 64 |
| Cables .....  | 65 |
| Contacts .....  | 66 |
| Glossary .....  | 67 |



**cms**

Content Management System



## Revision History

| Revision | Description of Change  | Author           | Effective Date |
|----------|--|------------------|----------------|
| Basic    | Initial Release  | Michele Zozom    | 09/10/09       |
| v1.1     | Updated images and corrected minor errors  | Rhonda Urbanczyk | 01/28/10       |
| v1.2     | Updated images and corrected 508 requirements for Photo Credits and Multimedia Files | Rhonda Urbanczyk | 09/08/10       |
| v1.3     | Added guidance on new content channels, removed references to America.gov            | Rhonda Urbanczyk | 05/15/11       |
| v1.3.1   | Added guidance on translation of forms   | Darrell Cochran  | 05/16/11       |
| v1.3.2   | Added glossary, per D Sullivan   | Rhonda Urbanczyk | 05/19/11       |
| v1.4     | Corrected broken links and made miscellaneous corrections                            | Rhonda Urbanczyk | 09/01/11       |
| v2.0     | Updated and revised to include enhancement release features                          | Rhonda Urbanczyk | 07/19/12       |
| V2.1     | Removed TSG content until further guidance is received from CA                       | Rhonda Urbanczyk | 07/26/12       |



## Introduction

This document is intended to provide guidance to all embassies, consulates, and missions for their public websites. Created and implemented by the State Department Bureau of International Information Programs, it can serve as a reference to post web managers and content providers throughout the embassy.

The Publishing Standards is intended to be informative and easy to use, and therefore may not cover the gamut of style or standards questions that a post may have. For any question not referenced in this manual please contact the customer support team at:

[embassy-help@getusinfo.com](mailto:embassy-help@getusinfo.com).

This guide provides embassies with the tools needed to create a site that encompass the overall branding of the Department of State while meeting minimum standards and best practices in design and technology.



## Information Architecture

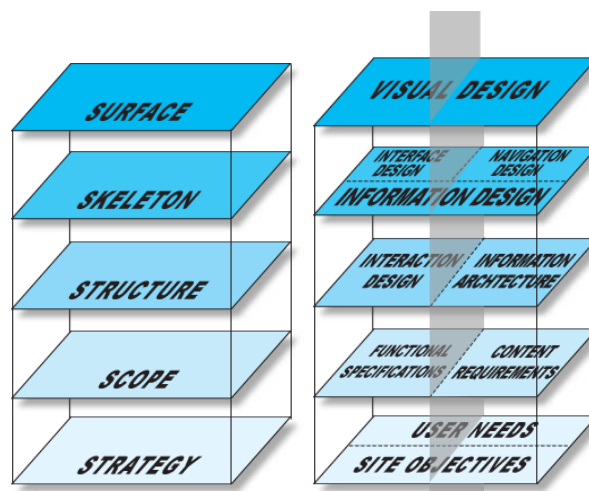
The embassy site structure is comprised of Five (5) main areas, which represent broad topics that are of interest to the visitor. These topics are then broken down into sub categories, which can better assist the visitor in finding the specific information of interest.

**The five main sections are organized by information that is specific to:**

- ▶ The operations of the Post.
- ▶ U.S. Citizens traveling to or residing in the region.
- ▶ The Visa application process.
- ▶ Current news and events.
- ▶ Business and trade.

In addition, this new structure allows for quick links to resources, topics of interest, language(s), consulates within the country, contact information, frequently asked questions or help section, site index, privacy statement, and search functionality.

**NOTE: SHOULD AN EMBASSY HAVE CONTENT THAT DOES NOT FIT IN THE FIVE (5) MAIN SECTIONS LISTED ABOVE, THEY MAY REQUEST APPROVAL FOR AN ADDITIONAL SECTION FROM THE CMS TEAM. IN A COLLABORATIVE EFFORT THE CMS TEAM WILL REVIEW THE REQUEST AND WORK WITH THE EMBASSY ON A SOLUTION.**



*An illustration on how a site is created from a user-centered approach.*





## Global Navigation

Labels play a key role in helping visitors understand the structure of the Web site. When developing a system, it is important to keep in mind that it should be simple, clear and intuitive so that anyone visiting the Web site can locate information without having to rely on industry jargon. A good practice is to use labels that are already familiar to the visitors. This way, they know what to expect when they enter that section.

Remember, the fundamental purpose of a labeling structure is to bring similar items together in a logical way. Below is a listing of the main areas within the CMS Template and the labels associated with them:

1. Content specific to the operations of the embassy.
  - a. About Us
  - b. About the Embassy
2. Content specific to the Visa application process.
  - a. Visas
  - b. Visa Services
  - c. Visas to the U.S.
  - d. Consular
3. Content specific to Americans travelling or living abroad.
  - a. U.S. Citizen Services
4. Content specific to news produced for the embassy audience.
  - a. News
  - b. News and Events
  - c. Policy News
  - d. U.S. Policy
5. Content specific to business and trade.
  - a. Doing Business in Host Country
  - b. Doing Business in the USA
  - c. Economic Data and Reports
  - d. Business Links
6. Optional Sections that contain information specific to the local audience.
7. Special Events.

Each section can be modified and relabeled to best serve the needs of the visitor; however, all changes to the labeling must come through IIP so that the master library of labels can be maintained.



## Information Architecture

The success of the Web site is largely determined by how well the organization schema meets the visitor's expectations. The goal is to create consistent methods that allow visitors to extend their knowledge from familiar to unfamiliar Web pages.

Below is a baseline for each of the five (5) main sections and what type of content can live in each section. This is intended to serve as a guide when organizing individual embassy content and content should be added or deleted so that the most relevant content is presented to the visitor.

### **1. ABOUT US — Contains content that is specific to the operations of the embassy.**

- 1.1. Ambassador
  - 1.1.1. Ambassador's Greeting
  - 1.1.2. Links to the Ambassador's speeches
  - 1.1.3. Bio
- 1.2. Embassy Information
  - 1.2.1. Mission Statement
  - 1.2.2. Key Embassy Officers
  - 1.2.3. Holiday Schedule
  - 1.2.4. Contact Information
- 1.3. Sections and Offices
  - 1.3.1. Public Affairs
  - 1.3.2. Consular
  - 1.3.3. Economic
  - 1.3.4. Commercial
  - 1.3.5. Agricultural
- 1.4. U.S. Agencies
  - 1.4.1. USAID
  - 1.4.2. Peace Corps
- 1.5. Job Opportunities

### **2. VISAS — Contains content that is specific to the Visa application process.**

**BECAUSE OF THE INCREASED REQUESTS FROM VISITORS, THIS SECTION HAS BEEN CREATED TO HOUSE ALL RELEVANT INFORMATION SURROUNDING THE VISA PROCESS. THIS SECTION WAS CREATED IN CONJUNCTION WITH THE REQUIREMENTS SET FORTH BY CONSULAR AFFAIRS (CA). CLEAR AND PROMINENT LINKS TO CA WEBSITE TRAVEL.STATE.GOV ARE REQUIRED AS STATED IN THE CA 2007 CABLE ON VISAS.**

- 2.1. Introduction/Welcome
  - 2.1.1. Post Closures due to holiday or emergency reasons
  - 2.1.2. Visa Waiver Program (if post has this it should be prominently highlighted on landing page)
  - 2.1.3. Customer Service Statement (feature box)
  - 2.1.4. Fraud Notice /Warning (feature box)



- 2.1.5. Government Agencies (feature box)
  - 2.1.5.1. Homeland Security
  - 2.1.5.2. Travel.state.gov (required in CA 2007 visa cable)
- 2.2. General Information
  - 2.2.1. Hours of Operation
  - 2.2.2. Address, directions and map
  - 2.2.3. Important phone numbers
    - 2.2.3.1. Appointments
    - 2.2.3.2. Recorded Information
  - 2.2.4. Live Inquires
    - 2.2.4.1. Email address for inquires
    - 2.2.4.2. Processing Time
    - 2.2.4.3. Interview and Wait Time
  - 2.2.5. How to Apply
    - 2.2.5.1. Method of Application
    - 2.2.5.2. Step by Step Instructions
    - 2.2.5.3. Photo Specifications
- 2.3. Nonimmigrant Visas
  - 2.3.1. How to Apply
    - 2.3.1.1. Method of Application
    - 2.3.1.2. Step by Step Instructions
    - 2.3.1.3. Photo Specifications
  - 2.3.2. Academics, Researchers & Students
  - 2.3.3. Athletes, Artists & Entertainers
  - 2.3.4. Business or Tourist Travelers
  - 2.3.5. Crew Members
  - 2.3.6. Diplomats, Government Officials, and Employees of International Organizations
  - 2.3.7. Domestic Employees
  - 2.3.8. Media, Members of the Religious Ministers & Workers
  - 2.3.9. Temporary Workers
  - 2.3.10. Transit Visas
- 2.4. Immigrant Visas
  - 2.4.1. Application Requirements
  - 2.4.2. Scheduling
  - 2.4.3. Reconsiderations
  - 2.4.4. I-130 petitions
  - 2.4.5. Who may accompany or participate
  - 2.4.6. Current priority dates/link to Visa Bulletin
  - 2.4.7. Links to INS forms
- 2.5. Appointment and Fees
  - 2.5.1. Appointment Availability
  - 2.5.2. Emergency Appointments
  - 2.5.3. Fee Information



- 2.5.4. Processing Time (link)
- 2.6. Visa Forms—listing page of forms linking directly to travel.state.gov
- 2.7. FAQ's (specific to the Visa application process)
- 2.8. Passports (link to Citizen Services)

**3. U.S. CITIZEN SERVICES — Contains content that is specific to Americans traveling or living abroad – This structure has been approved by Consular Affairs in Washington, D.C.**

- 3.1. Emergency Contact Information
- 3.2. Travel Alerts
  - 3.2.1. Warden Information
  - 3.2.2. Embassy Messages
  - 3.2.3. Public Announcements
  - 3.2.4. Curfews
- 3.3. Public Services
  - 3.3.1. IRS Information/Income Tax
  - 3.3.2. Notaries
  - 3.3.3. Selective Service Registration
  - 3.3.4. Voter Registration
- 3.4. Report of Birth Abroad
- 3.5. Passports
  - 3.5.1. Customs
  - 3.5.2. Link to Lost or Stolen Passports, Visa Form I-94's
- 3.6. Professional Services
  - 3.6.1. List of Lawyers
  - 3.6.2. Medical Information
  - 3.6.3. Marriage Information
  - 3.6.4. Foreign civil records information
  - 3.6.5. Birth, death, marriage records
- 3.7. Federal Benefits
  - 3.7.1. Social Security
  - 3.7.2. Retirement
  - 3.7.3. Annuity
  - 3.7.4. Veterans Affairs
  - 3.7.5. Workers Compensation
- 3.8. Adoption



- 4. NEWS and EVENTS — Contains all news produced by or for the embassy audience.**
  - 4.1. Press Releases
  - 4.2. Speeches
  - 4.3. Events
  - 4.4. Newsletter
  - 4.5. Regional News (Regional RSS feed from IIP Digital)
  - 4.6. News from Washington (Latest Items RSS feeds from IIP Digital)
  - 4.7. Key Reports
- 5. BUSINESS – Contains all information on business and trade with the host country. This structure is required by the ECON Bureau (EB/CBA) in Washington, DC.**
  - 6.1 Doing Business in “Host Country”
  - 6.2 Doing Business in the USA
  - 6.3 Economic Data & Reports
  - 6.4 Key Business Links
  - 6.5 FAQs
- 6. Optional sections that contain content specific to the local audience.**
  - 6.1. Information Resource Center (IRC)
  - 6.2. Media Links
    - 6.2.1. Foreign Press Center
  - 6.3. Local Links
    - 6.3.1. Newspapers
    - 6.3.2. Radio Stations
    - 6.3.3. Internet Sites
- 7. Special events section that contains content to a specific special event that has a defined start and end date.**
- 8. Communities — Optional section containing all outreach specific sites.**
  - 8.1. American Corners
  - 8.2. Facebook
  - 8.3. Twitter
  - 8.4. My Space
  - 8.5. Blog
- 9. Multimedia – Optional section containing all multimedia content.**
  - 9.1. Video Listing
  - 9.2. Photo Gallery Listing
  - 9.3. Webcast Listing
  - 9.4. Podcast Listing



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**10.Locations — Contains complete listing of all mission sites in country.**

- 10.1. Embassy
- 10.2. Consulates
- 10.3. Missions
- 10.4. VPP's



## Design Standards

Clear Design Standards ensure consistency, offer a sense of place within the site, and support implicit association between the brand (U.S. Department of State) and the provided source (Embassy, Mission, Consulate, etc.). Without clear design standards, the overall web presence will reflect as a confusing and poorly designed site to the user.

Design Standards ensure that users know:

- ▶ What to expect.
- ▶ How it will look.
- ▶ Where to find it.
- ▶ How it works.

## Consistent “Look and Feel”

The Embassy templates were made to create a common “look and feel” for the U.S. Embassy Websites. A common “look and feel” means no surprises for the users. Research shows that by meeting the visitors’ expectations web managers can drastically improve the over-all user satisfaction of the site.

The most important elements that the “look and feel” addresses are the ones neither web managers nor the visitor readily see because they live within the sub consciousness.

- ▶ It can foster a “branding”—a distinctive appearance that reinforces the purpose and utility of the site in users’ minds and ultimately creates a strong level of trust with the user.
- ▶ It can establish a strong bond and trust as the materials are consistent in their delivery.



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## Official Seals

The official seal of the embassy, consulate or mission is the very symbol of the U.S. Department of State, one that is recognized and respected the world over. It helps link all web sites in the visitors mind and is a badge of credibility that reassures visitors and allows the Department of State to stretch into new, untapped markets.

**NOTE: THE SEAL IS THE ONLY BRANDED ELEMENT THAT CANNOT BE TRANSLATED. IT WILL APPEAR IN ENGLISH ON ALL OFFICIAL SITES REGARDLESS OF THE LANGUAGE IT IS BEING DISPLAYED IN.**



*Embassy Seal*



*Consulate Seal*



*Mission Seal*





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## Official Banners

"Embassy of the United States [City, State]" is the official labeling for all embassies under the Department of State. This header is one of the branding elements of the Department of State.

**NOTE: THE SEAL IS THE ONLY BRANDED ELEMENT THAT IS NOT TRANSLATED. IT WILL ALWAYS APPEAR IN ENGLISH REGARDLESS OF THE LANGUAGE THE REST OF THE SITE IS BEING PRESENTED IN.**





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## Standard Footer

Along with the header, the footer is another branded element of the Department of State. All pages within this site will have the footer displayed.



*Sample Footer*

## Standards

- ▶ Display the American Flag.
- ▶ Display the official disclaimer.
- ▶ Repeat the global navigation.
- ▶ List all multimedia pages.
- ▶ List all community (outreach) pages.
- ▶ Provide Contact Information, FAQs, Site Map and Privacy pages.
- ▶ Provide links to standard USG websites (State.gov and Travel.state.gov)
- ▶ Provide links for up to four partners/programs (optional)
- ▶ List all in-country locations.

## Privacy Notice and Disclaimer

In accordance with 5 FAM 772, all U.S. Government websites are required to provide a statement that describes how user information may be tracked as well as what is done with information collected from users.

Federal websites must include a privacy policy statement, even if the site does not collect any information that results in creating a Privacy Act record. Every website produced by the Department is required to provide a Privacy Act statement, regardless of what network the site resides on.

As part of the Content Management System, IIP provides privacy and disclaimer information using standard language adopted by the Department. Posts may submit a request to [embassy-help@getusinfo.com](mailto:embassy-help@getusinfo.com) and have this information modified.

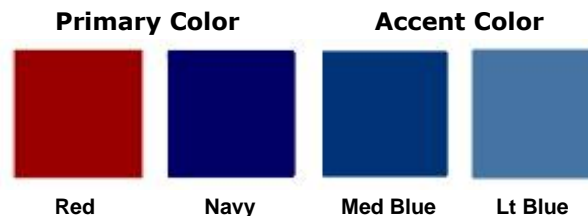


## Color Palette

Proper use of color can be extremely effective for creating perceptual effects and can reinforce the layout, which will allow for an increased comprehension for the visitor. A good use of color can make an item pop out that would otherwise be lost on the page, emphasize important information, and visually group related item together.

The **PRIMARY COLORS** are the official colors for the Department of State embassy template and are represented below. The colors were selected based on the overall branding of the State Department web sites and embassies.

The **GRAY SCALE** palette represents the shades of gray used in the embassy template. They offer a wide range of gray while still maintaining distinct values.





## Typography

Typography plays a dual role as both verbal and visual communication. As readers scan a page they are subconsciously aware of both functions: first they survey the overall graphic patterns of the page, and then they parse the language, or read. Good typography establishes a visual hierarchy for rendering prose on the page by providing visual punctuation and graphic accents that help readers understand relations between prose and pictures, headlines and subordinate blocks of text.

The CMS uses the Verdana Type Family as it is considered to be one of the most legible fonts for on screen reading.

Verdana

abcdefghijklmnopqrstuvwxyz&  
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

Verdana Italic

*abcdefghijklmnopqrstuvwxyz&  
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890*

Verdana Bold

**abcdefghijklmnopqrstuvwxyz&  
ABCDEFGHIJKLMNOPQRSTUVWXYZ123456789**

Verdana Bold Italic

***abcdefghijklmnopqrstuvwxyz&  
ABCDEFGHIJKLMNOPQRSTUVWXYZ123456789***

## Navigation

### Global Navigation

Dropdown menus allow easy access to all top level pages. Now the visitors can see the depth of the site without having to click through every page. In addition, visitors have easy access to in-country locations and languages options as well.

**NOTE: THE GLOBAL NAVIGATION IS A SELF-CONTAINED SET TABLE. THEREFORE, IT IS IMPORTANT TO NOTE THAT THERE IS A MAXIMUM CHARACTER LIMIT; THE CMS TEAM WILL WORK COOPERATIVELY WITH THE POST TO ENSURE THAT THE LABELS FIT WITHIN THE REQUIREMENTS.**



*Global Navigation Example*

### Standards

- ▶ Each site will have a Home button and the five (5) main content sections.
- ▶ Special Events can be spotlighted with IIP approval.
- ▶ An additional button can be used for an optional section which provides information of local interest.
- ▶ Omit needless words. Keep the options short, simple and to the point.
- ▶ Dropdown menu listing should have a maximum limit of 9 items.
- ▶ The global navigation may also include Multimedia, Communities and Location dropdown menus.

### Social Media Navigation

Each site has a social media toolbar available in the header of the website. This toolbar displays on all webpages of the site and provides visitors with a simple, visual way to access Post's social media content or to "Like" a page on Facebook. This feature must be implemented by the support desk ([embassy-help@getusinfo.com](mailto:embassy-help@getusinfo.com)) and requires a full site export to work properly.



## Local (Left) Navigation

The Local, or Left, Navigation provides links for the current level within the site hierarchy and a fast route for visitors to get to the content in which they are most interested. It is critical to be clear and concise when labeling these sections so that it is easy for visitors to scan the content and quickly find the content for which they are searching.

**Note:** Local (left) navigation is designed to go only two levels deep. Any content requiring an additional third level navigation can use either a listing page within the body section or a feature box to house the additional page links.

### Standards

- ▶ Omit needless words. Keep the options short, simple and to the point.
- ▶ The local navigation will include only text links.
- ▶ Section header will always appear on top.
- ▶ Each section should be limited to two lines of text.
- ▶ Organize and group similar content together and place under one label.
- ▶ Maximum of 9 items grouped together.



*Left Navigation*





## Home Page Elements

The index page is designed to serve as a portal to the entire site, showcasing the critical content and links which may be useful to the audience.

It is important to note that although the site is designed to be flexible, changing the hierarchy and positioning of these items will *dramatically compromise the user experience*. Understanding the role of each section will help determine what type of content would best be served populating what area.

**THESE ELEMENTS SHOULD NOT BE MODIFIED, CHANGED, OR DELETED FROM THEIR ORIGINAL STATE.**



### 1. Main Content Area

- a. Home – Slideshow / Post News
- b. Home – Slideshow / RSS
- c. Home – Slideshow / Full
- d. Home – No Slideshow / No News

### 2. Middle Carousel

### 3. More News

### 4. Tabbed Are

### 5. Feature Boxes




## Home Slideshow – Post News/RSS Feed

Located within the main content area and considered to be the most valuable real estate on the page, the content presented here should be of significant importance to the visitors.

### Home Slideshow

The Home Slideshow presents up to five (5) pieces of content which will rotate automatically or can be manually advanced by the visitor.

In addition, this section also provides optional linking to full story, video, and photos, per story, allowing the visitors direct access to all the information in one place.



**Safeguarding International Shipping**

Panama Minister Ricardo Quijano and U.S. Trade Representative Ron Kirk celebrated congressional approval of the U.S.-Panama Trade Promotion Agreement at a meeting in Washington October 18.

**ALSO:** [Story](#) [Video](#) [Photos](#)

**LATEST NEWS FROM THE EMBASSY**

**Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor**  
 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

**Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor**  
 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

**Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor**  
 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

**Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor**  
 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

◀ || ▶

1 2 3 4 5

Slideshow

### Standards

- ▶ Content should always have a title and a brief description.
- ▶ Set character limit for headline and body text.
- ▶ Set photo size of 300 pixels X 234 pixels.
- ▶ All photos must have a credit in the ALT Tag.
- ▶ Supporting links are limited to "type" and not "name".
- ▶ Rotation speed (8 seconds) cannot be adjusted as it is set to comply with 508 Standards.



## Post News / RSS Feed

### Standards

- ▶ Only the most current news from the embassy should be presented in this section.
- ▶ Should always have an identifying header.
- ▶ Appropriate RSS Feed Titles: "News from Washington", "Current Issues", "News from the Middle East", etc.
- ▶ Appropriate Post News Titles: "Headlines", "In Focus", "In the Headlines", "News from the Embassy".
- ▶ Each listing must have a title and brief description.
- ▶ Set character limits for headline and description.

## Home Slideshow – Full

Located within the main content area and considered to be the most valuable real estate on the page, the content presented here should be of significant importance to the visitors.

The Home Slideshow—Full presents up to five (5) pieces of content which will rotate automatically or can be manually advanced by the visitor.

In this option, photography and type work together to create the main driver of the message and the caption becomes secondary.

### Standards

- ▶ Set character limit for caption.
- ▶ Set photo size of 558 pixels in width X 234 pixels in height.
- ▶ All Photos must have a credit in the ALT Tag. Rotation speed (8 seconds) cannot be adjusted as it is set to comply with 508 Standards.





## Headlines (120, 90, 60)

Headlines are a current listing of stories that are of interest to the embassy audience, such as, embassy programs, events or news. This area should be updated regularly. Content for this section can be created by the embassy or automatically generated through the Regional RSS feeds.

### NEWS FROM WASHINGTON

#### Arkansas' Hot Springs National Park

The park was the first federal land reserve and has served U.S. presidents, pro athletes and crime bosses.

#### Arkansas at a Glance

The Natural State of Arkansas is the natural choice for any outdoor enthusiast.

#### Secretary Clinton on Syrian Shoot-Down of Turkish Aircraft

Secretary of State Clinton reaffirms the United States' strong support for the Turkish government and its solidarity with the Turkish people in the wake of the downing of a Turkish F-4 fighter jet by Syrian forces on June 22.

#### President Obama Reflects on the Impact of Title IX

In an op-ed published June 23, President Obama reflects on the changes brought about in the 40 years after passage of a prohibition on the use of federal education funds in a manner that discriminates based on gender.

#### Missouri's Gateway Arch

The Gateway Arch commemorates Missouri's seat at the frontier of U.S. western expansion.

#### Missouri at a Glance

From the West, Missouri takes pride in a culture influenced by Eastern, Western and Southern states.

### LATEST NEWS FROM THE EMBASSY

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*Option 1—Text only or RSS Feed*

*Option 2—Set Photo (60 X 60) with Text (note: all stories must have supporting photo)*

### LATEST NEWS FROM THE EMBASSY

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*Option 3—Set Photo (90 X 90) with Text (note: all stories must have supporting photo)*

### LATEST NEWS FROM THE EMBASSY

**120 X 70** Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, [Related Information >](#)

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*Option 4—Set Photo (120 X 70) with Text (note: all stories must have supporting photo)*

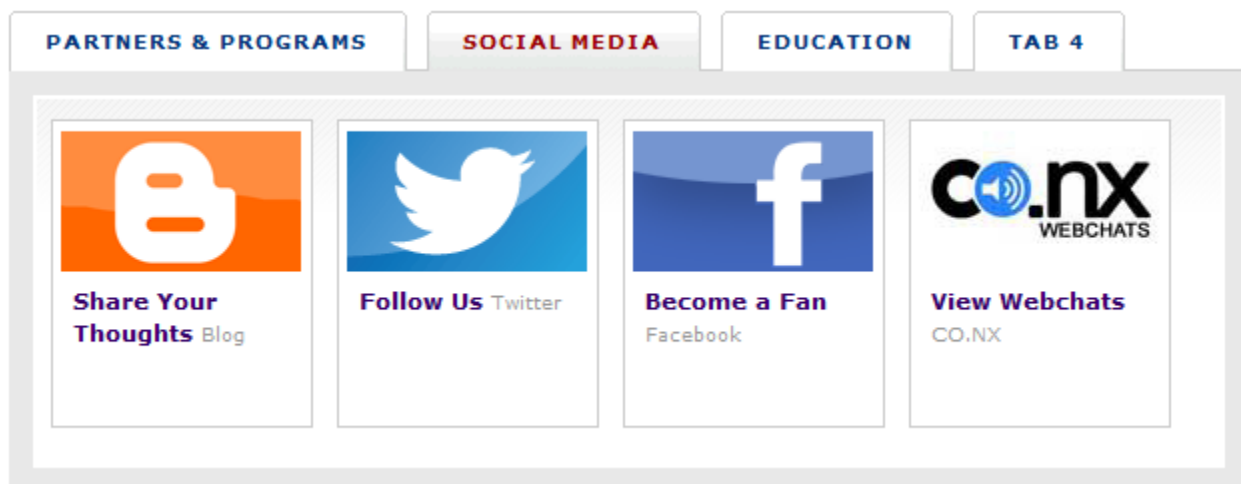


## Standards

- ▶ Should always have an identifying header, such as "More News from the Embassy".
- ▶ Content should always have a title and brief description.
- ▶ Titles will appear in Blue and the supporting text in Black.
- ▶ Links may be used to direct the visitor to photo gallery, video, or related information.
- ▶ Up to seven (7) stories can be listed in this section.
- ▶ If choosing photo option, all stories must have same size photo (with an ALT Tag), otherwise the section should display with no images.
- ▶ All photos must have credits in the ALT Tag.

## Tabbed Area

The Tabbed Area offers embassies the ability to display multiple key embassy programs and partnerships without taking away from the daily content.



*Tabbed Area*

## Standards

- ▶ Each tab should clearly describe the content within the tab.
- ▶ Each item within the tab will have a graphic (with an ALT Tag) and descriptive text.
- ▶ Image set size of 120 pixels X 70 pixels.
- ▶ Up to four (4) items can be listed within each tab.
- ▶ Maximum of 4 tabbed sections.



## Feature Boxes

**FEATURE BOXES** play a key role in the organization of content on the embassy site. They can provide easy access to vital information, highlight content of interest, and serve as a third level of navigation. Below is a listing of the types of **FEATURE BOXES** and how they can best be used.

**NOTE: SHOULD A POST HAVE CONTENT THAT DOES NOT FIT INTO THE CONTENT BOXES LISTED BELOW, THEY MAY REQUEST APPROVAL FROM THE CMS TEAM TO ADD AN ADDITIONAL TYPE OF CONTENT BOX. IN A COLLABORATIVE EFFORT, THE CMS TEAM WILL REVIEW THE REQUEST AND WORK WITH THE POST TO FIND A SOLUTION.**

### Feature – Single Image

The **FEATURE – SINGLE IMAGE** content channel is used to display a single image which spans the entire width of the feature box.

#### Standards

- ▶ Feature Box titles are interchangeable but must clearly communicate to the visitor the content listed within the box.
- ▶ Image size is set to 298 X 100 pixels.



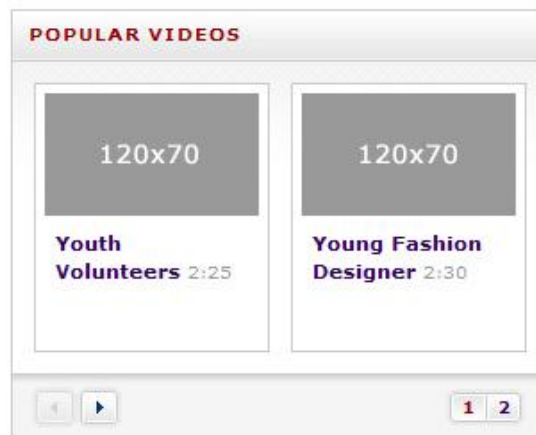
Feature Single Image 298 x 100

### Feature - Carousel

The **FEATURE – CAROUSEL** content channel is used to display related items, such as available multimedia features.

#### Standards

- ▶ Feature Box titles are interchangeable but must clearly communicate to the visitor the content listed within the box.
- ▶ Intended for a quick read so keep words to a minimum.
- ▶ Can accommodate a minimum of two (2) items and a maximum of six (6) items.



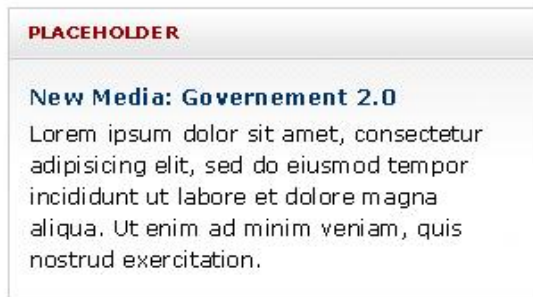
Feature Carousel 120 x 70





## Feature – Text/Image

The **FEATURE - TEXT/IMAGE** content channel is designed to accommodate a wide variety of content. The standard presentation includes a section title and short description as well as an optional photo. This content channel can display up to three items, which are separated by a horizontal rule. The image size can vary between the items.



*Feature – Text Only*



*Feature Text/Image 90x90 Pixels*

## Standards

- ▶ Feature Box Titles are interchangeable but must clearly communicate to the visitor the content listed within the box.
- ▶ Intended for a quick read so keep words to a minimum.
- ▶ Images are optional and may be 60 X 60 pixels, 90 X 90 pixels, 120 X 70 pixels.
- ▶ All images must include an ALT Tag to comply with Section 508 Standards.



## Feature – Links

The **FEATURE — LINKS** Box content channel is used to provide multiple pieces of content in a list format.

### Standards

- ▶ Feature Box titles are interchangeable but must clearly communicate to the visitor the content listed within the box.
- ▶ Intended for a quick read so built-in character limits keep links to two (2) lines maximum.
- ▶ No photos, logo or icons allowed in the listing.
- ▶ A maximum of 9 links may be displayed.

#### U.S. GOVERNMENT LINKS

- [USA.gov](#)
- [The Whitehouse](#)
- [U.S. Embassies](#)
- [Rewards for Justice](#)
- [No FEAR Act](#)

*Feature Links*

## More Links

The **MORE LINKS** content channel is an optional addition to all feature boxes. This allows a post to guide visitors to the complete list or to provide further assistance to complete a task. This is not intended to be a continuation to add more content to a feature box.

### Standards

- ▶ Allows for one (1) additional link to send the visitor to related information.
- ▶ Must be an active link.
- ▶ Built-in character limits ensure correct display of text.

[More Link »](#)

*More Links Example*



## Feature – Syndicated

The **FEATURE – SYNDICATED** content channel allows the Post to display approved RSS Feeds in the right column of their site's pages.

### Standards

- ▶ Must use IIP-approved RSS Feeds (typically USG feeds are pre-approved).
- ▶ Will display the latest 5 headlines.
- ▶ Contact [embassy-help@getusinfo.com](mailto:embassy-help@getusinfo.com) if Post wishes to use a feed that is not already approved and displaying at: <http://sample.usembassy.gov/rss.html>.



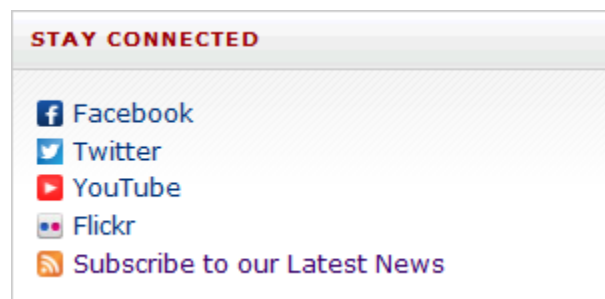
*Feature – Syndicated Example*

## Social Media

The Social Media Box is used to provide additional links to communities. This graphical display provides an additional way for a Post to spotlight their community sites and encourage interaction with their visitors. This content channel is not intended to replace the Communities drop-down in the global navigation, but to supplement and enhance the feature.

### Standards

- ▶ Image size is 13 x 13 pixels.
- ▶ Must be an active link.
- ▶ Recommend limited use of this feature, typically on the home page of the site.



*Social Media*



## Feature – Facebook

The **FEATURE – FACEBOOK** content channel enables a Post to easily display visitor activity in the right column of their website. Please note that this feature displays visitor activity, not a newsfeed.

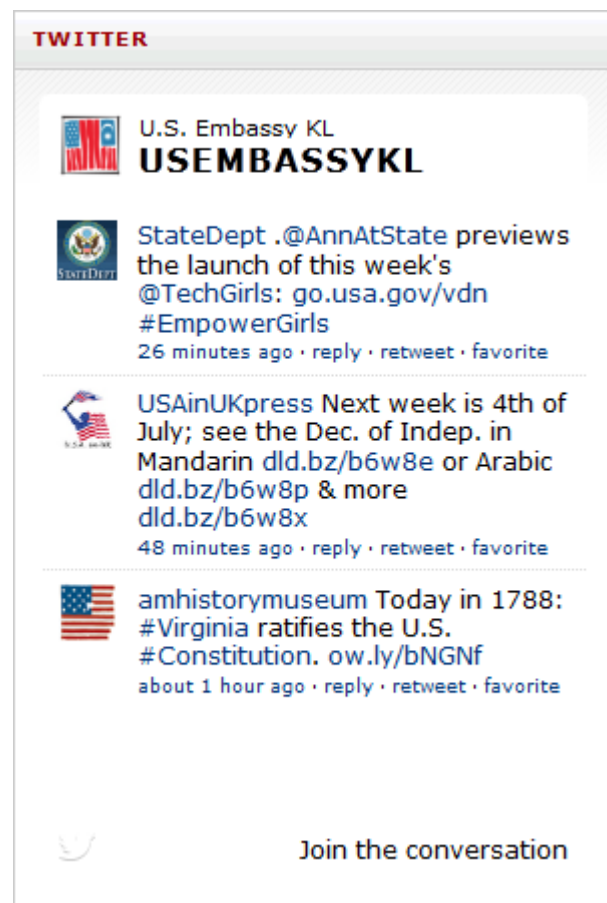
## Feature – Twitter

The **FEATURE – TWITTER** content channel enables a Post to display the recent activity stream from a selected Twitter account.

**NOTE: BECAUSE THE CMS TEAM HAS NO CONTROL OVER 3RD PARTY APIs, FEATURES SUCH AS THESE ARE USED AT THE POST'S OWN RISK. 3RD PARTY SITES SUCH AS FACEBOOK AND TWITTER CAN CHANGE THEIR API WITHOUT NOTICE, CAUSING THIS FUNCTIONALITY TO CEASE WORKING PROPERLY. IN SUCH A SITUATION, THE CMS TEAM CANNOT GUARANTEE WHEN (OR IF) A FIX WILL BE IMPLEMENTED.**



Feature – Facebook Example



Feature – Twitter Example





## Countdown Clock

The **COUNTDOWN CLOCK** content channel enables a Post to display a graphic countdown to a special event.

- ▶ The **COUNTDOWN CLOCK** should only be used for one event at a time.
- ▶ This feature must be implemented by the Support Desk ([embassy-help@getusinfo.com](mailto:embassy-help@getusinfo.com))
- ▶ This feature supports a 298 x 100 background image, if desired.



*Countdown Clock Example*

## Internal Page Elements

Internal pages are critical because they present content to the visitor that they have been searching for. The effectiveness of the page is measured by how easy it is for the visitor to know:

- ▶ Where they are.
- ▶ What they can expect to find here.
- ▶ Where else might they need to go?

All content pages within the site will follow the format shown below. This format follows several proven usability criteria, which enable visitors to quickly associate where they are within the site and locate the content they are looking for.

These elements should not be modified, changed, or deleted from their original state.



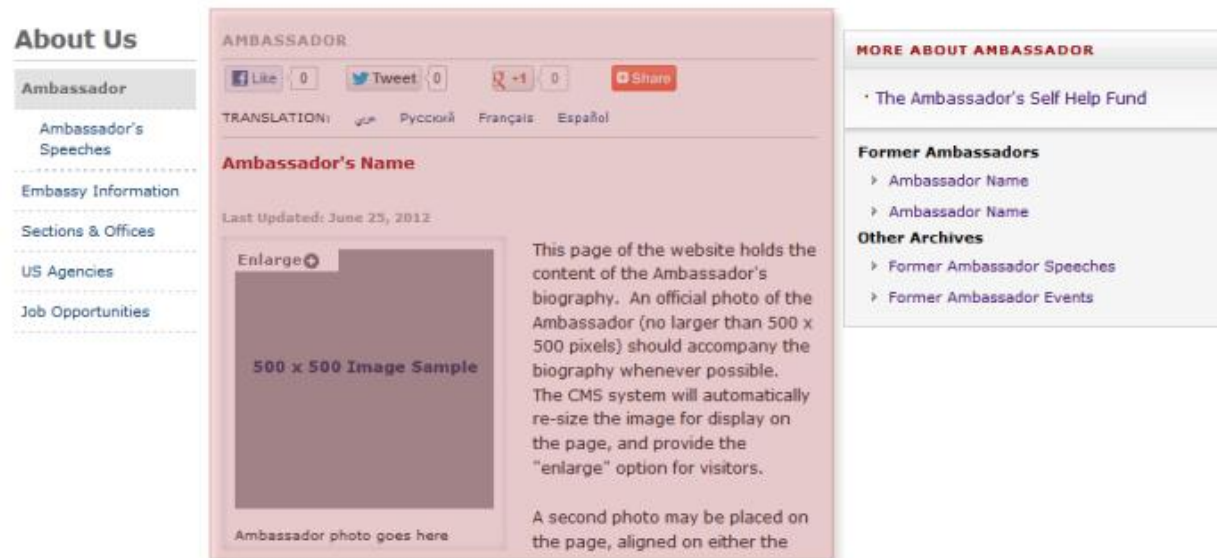
*Sample Internal Page*

1. Main Content Area
2. Add This / Page Tools
3. Translation
4. Feedback / Translation B
5. Feature Boxes



## Main Content Area

The Main Content Area contains content specific to the section. The main content area is expandable and can support small, medium and large amounts of content.



Main Content Area Example

## Standards

- ▶ Never show a page without the section or page name clearly identified.
- ▶ Be sure to follow the style sheet for heads, subheads and body text.
- ▶ Two photos, with captions and photo credits, may be inserted within the body of the text to enhance the content as the visitors read the document. (See [photo section](#) for complete specs)
- ▶ This area is flexible and can hold:
  - Text only.
  - Text, photo(s) and caption(s).
  - Listing with title, photo and descriptive text.
  - Listing page text.

## Add This (Page Tools)

**Add This** will automatically display on all **INTERNAL** pages. This functionality is automatic and allows visitors to take advantage of the latest web technologies.



## Translation and Feedback Features

**Translation Feature** – enables the web manager to link directly to a corresponding Language translation of the content.

- ▶ This feature does not replace the Language link located in the Header of the site.
- ▶ The CMS Team will assist the post in determining the best way to satisfy their Language content needs.

**Feedback Feature** – enables web manager to insert a link that the visitor can use to directly contact the embassy with their feedback on the page.

- ▶ This is an optional feature, which may or may not be used on an internal page, at the Post's discretion.
- ▶ It is strongly recommended that the e-mail address associated with this link be a general e-mail box that uses the State.gov domain.

## Feature Boxes

Feature Boxes highlight additional information directly relating to the content in the main body of text on the page. When properly utilized, the feature box can serve as a useful tool to the visitor. It has a fixed maximum size and should only be used as a quick scan or reference to important or additional information that may be time sensitive.

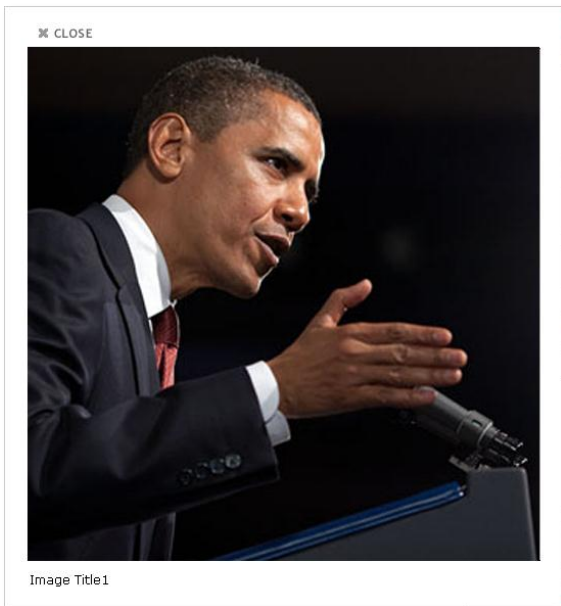
**SEE FEATURE BOX SECTION FOR A COMPLETE BREAKDOWN OF CONTENT WITHIN THE FEATURE BOX.**



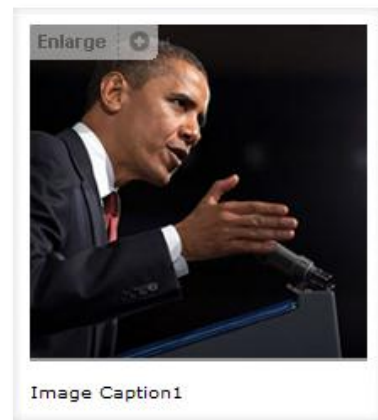
## Enlarge Photo Feature

Available only on **INTERNAL** pages, this photo option automatically displays one uploaded photo in two (2) distinct sizes.

To achieve the maximum view IIP recommends cropping the photo to fit within 500 x 500 pixels.



*Enlarged photo uploaded at 500 x 500*



*Automatically resized to fit 200 pixels*



*Enlarged photo uploaded at 500 x 200*



*Automatically resized to fit 200 pixels*

To ensure maximum readability of the content within the page, the photo will automatically resize to a set size of 200 pixels in width.



## Embedded Code

Web managers may now embed approved code within their sites by using this feature.

- ▶ Videos from IIP Digital may be embedded within the site. A video may be embedded in either the main body of an internal page within the "Video" section of the site, or in the right bucket on the "Home" page.
- ▶ Upon approval, code, such as widgets provided by non-IIP Digital sites may be embedded in the site. These widgets must be reviewed by the CMS team to ensure that they meet all government regulations for this type of content.



*Embedded Video Example*

## Standards

- ▶ When used in the **RIGHT COLUMN**, the embedded item must be exactly 298 pixels wide. IIP Digital video should be sized to: 298 x 249.
- ▶ When used in the **MAIN BODY** of a video page, the embedded item must be exactly 458 pixels wide. IIP Digital video should be sized to: 458 x 409
- ▶ Any code not pulled from IIP Digital must first be approved by the CMS team.



## Listing Page

**LISTING PAGES** are an effective way to present a lot of information to your visitors. The CMS provides several layout options for lists enabling post to create a list that is most appropriate in reaching their audience.



Option 1—Title text only

Option 2 – Title with descriptive text



Option 3—Title with descriptive text and image

## Standards

- ▶ Automated pagination for image listings larger than 25 items.
- ▶ Five (5) built-in options to choose from:
  - Title text only
  - Title with descriptive text
  - 60x60 image with text
  - 90x90 image with text
  - 120x70 image with text
- ▶ Listing items must always have a title.
- ▶ Titles appear in Blue (linked).
- ▶ Limit to the first paragraph of the story.
- ▶ Up to 25 stories can be listed in this section before pagination occurs.
- ▶ RSS Feeds are available with listing options 2 and 3.



## Forms

Online forms are supported through the CMS. Also, a limited number of PDF forms may be posted to the **MEDIA MANAGEMENT TOOL** and linked from a post's website.

Posts may upload translations of selected forms in their local language. However, translations must be exact duplicates of the English version of the form, including the OMB Number and Expiration Date. Also, posts may not add or delete any fields in translated versions of forms.

The majority of forms, including grant applications, passport and visa applications and their associated forms, must be linked to at their origin. These links should open in a new window. Some examples of forms that should be used in this way are:

- ▶ Passports: [http://travel.state.gov/passport/forms/forms\\_847.html](http://travel.state.gov/passport/forms/forms_847.html)
- ▶ More ACS forms: <http://www.state.gov/m/a/dir/forms/c21447.htm>
- ▶ Visas: [http://travel.state.gov/visa/forms/forms\\_1342.html](http://travel.state.gov/visa/forms/forms_1342.html)
- ▶ Grants (SF-424): [http://apply07.grants.gov/apply/forms/sample/SF424\\_2\\_1-V2.1.pdf](http://apply07.grants.gov/apply/forms/sample/SF424_2_1-V2.1.pdf)
- ▶ Employment (DS-174): <http://www.state.gov/documents/organization/136408.pdf> - or [http://forms.cerenade.com/esdotnet/editdocument.aspx?documentid=6&from=-1&categoryid=2&form\\_format=3](http://forms.cerenade.com/esdotnet/editdocument.aspx?documentid=6&from=-1&categoryid=2&form_format=3)

Many forms, whether online or document-based, require approval from OMB before they can be implemented on a post website. Because this is a complicated and lengthy process, posts wishing to implement a form need to send a request to the Support Desk at [embassy-help@getusinfo.com](mailto:embassy-help@getusinfo.com) to begin the evaluation process and determine whether a form exists that would meet their needs.

When a form does not require OMB approval, the CMS Team works with the Post to gather the necessary information for the approved form and then implements the form in the site. When the form is filled out and submitted, the server emails the contents of the form to recipients designated by the post and displays a Web page receipt ("Thank you for registering...") to the visitor.





## Standards

- ▶ A valid (.state.gov) email address where the form information will be submitted.
- ▶ The page the visitor is to return to after submitting the form.
- ▶ The message the visitor will see after submitting.

Name :

Surname :

e-mail :

Subject:

Verification:

howman and

[reCAPTCHA Terms of Service](#)

Submit

Form Example



## Photos

Photos, when used correctly can have a profound effect on the visitors. The CMS provides many opportunities to bring visitors into the site through the use of photos. The impact the photos will have on the visitor will be measured by good photo selection and cropping.

It is important to note that while the CMS allows for flexibility in the size of photos, having each section display a unique size limits the ability for repurposing photos between sections. As a result, post will have to resize and upload photos that move from section to section.

### Photo Tips

- ▶ Be sure to size them correctly (see below).
- ▶ Always resize images in an image editing program in their original format.
- ▶ Make sure the resolution is set at 72 dpi (higher resolution will not provide a sharper picture just a larger file)
- ▶ Provide an alt tag for ALL photos.
- ▶ All photos require the display of Photo Credit information. This information may be included in the ALT Tag [i.e. "President Obama behind desk (Whitehouse)"]. It is strongly recommended that photos larger than 200 x 200 pixels have the credit embedded directly in the image.

For maximum optimization save photos as a ".jpg" in the lowest optimized file size possible while still maintaining its clarity.



## Size Options

### Full Slide Show



*Exactly 558 x 234 Pixels*

### Normal Slide Show



*Exactly 300 x 234 pixels*



**cms**

Content Management System

## Internal Page and Photo Gallery Images



*No larger than 500 x 500 Pixels*

### Feature Single Image



*298 x 100 Pixels*

### Multimedia Image (Rectangular Listing)



*120 x 70 Pixels*



## Listing Images



90 x 90 Pixels



60 x 60 Pixels

## Captions

Captions should provide information that enables the visitor to fully understand the purpose of the photo without misleading or confusing them. They should be relatively short and to the point and refer to people or objects in the photos without ambiguity. The specific information required can vary from one photo to the next. It is good practice to always identify people from left to right unless the action in the photograph demands otherwise.

## ALT Tags

“ALT” tags are an important part of the visitor’s experience and one that is often overlooked. ALT tags should describe an image’s content rather than identifying persons or places, which is the function of the caption. Caption information has little or no meaning for visually impaired users, and when possible should not be used for the ALT tag. However, using the caption as the ALT tag is better than leaving it blank.

## Standards

- ▶ Alt tags are required for each image.
- ▶ Alt tags should be descriptive of what the image is for accessibility purposes.
- ▶ Alt tags should always be translated when placed on a language site.

## Photo Credits

According to Webcontent.gov, the U.S. Federal Government’s site for official web publishing guidance, “...when an organization uses or duplicates information available from the private sector as part of an information resource, product or service, the organization must ensure that the property rights of the private sector source are adequately protected. These protections apply to any material posted to federal public websites, such as documents, graphics, or audio files.”

Photo credits in U.S. Mission websites are required in the ALT tag of the photograph. For example, “Man standing at podium (State Dept.)” or “Audience members (AP Photos)”. It is strongly recommended that any photo over 200 x 200 pixels contain a photo credit embedded within the image.

**NOTE: ONLY PHOTOGRAPHS MUST HAVE CREDIT INFORMATION. LOGOS, DRAWINGS OR OTHER GRAPHICS DO NOT REQUIRE THE USE OF A PHOTO CREDIT.**





## Photo Gallery

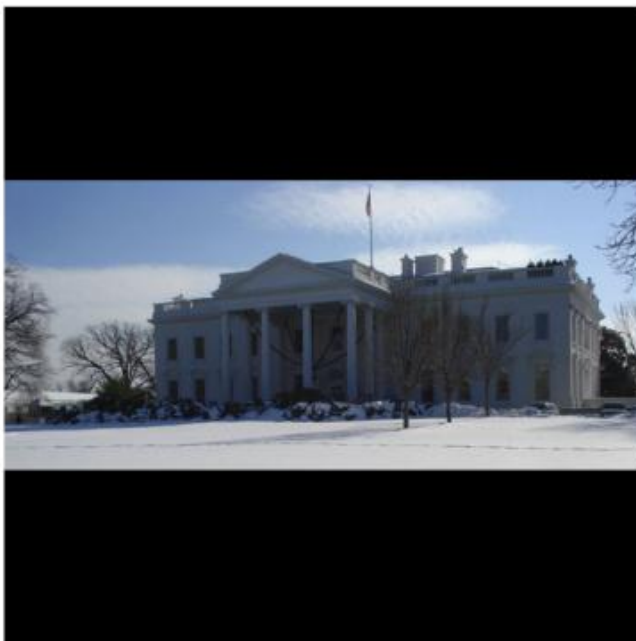
Often there is a need to display several images to highlight an event or function. For those situations a photo gallery layout option is recommended.

### PHOTO GALLERIES

[Back To Gallery Listing](#)

#### Winter Storm 2010 - Washington, DC

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15



##### The White House

The White House from Pennsylvania Avenue.

Submitted by John Matel

*Example of Photo Gallery*

## Standards

- ▶ The photo gallery can accommodate up to fifteen (15) photos per gallery.
- ▶ Photo maximum size is 500 x 500 pixels.
- ▶ Captions are required.
- ▶ Alt tags and photo credits are required for each photo.
- ▶ Optional links to a related story, video or additional photos are available.
- ▶ Photo galleries may only be displayed in the Multimedia section of the site.



## Other Graphics

When used properly, graphics can be superior to text upon first coming to a site, as they can be perceived faster than text and are able to say more with less. There are three main functions of a graphic:

- ▶ Help visitors make a decision.
- ▶ Communicate information.
- ▶ Make visually more appealing.

It is good practice to not use graphics extensively. Although effective, they are not a substitute for words. In addition, not everyone has fast Internet connections and visitors can easily get frustrated when the page they want to get to does not load quickly. Each page should be kept less than 60k in size for ease of viewing. All images should link to a central image directory for all standard graphics and not linked in every directory.

## Graphic Tips

- ▶ Be sure to size them correctly.
- ▶ Make sure the resolution is set at 72 dpi (higher resolution will not provide a sharper picture just a larger file).
- ▶ Always provide an alt tag for the image.
- ▶ Select correct file type for maximum optimization
  - Photos = .jpg
  - Images = .jpg or .gif
    - .gif is best for flat color images with no gradients.





## CMS Standard Graphics – Examples



photoicon.gif



videoicon.gif



audioicon.gif



Facebook



Twitter



flicker



Blog



Chat



Photo Gallery



Video



Publication



## Tables

In CMS 2.0, tables are to be used **only** to present informational, statistical data.

Tables are a way to visually display information in a logical and easy-to-understand form. However, misuse of tables can wreak havoc on assistive technology when rendering large amounts of data. If not properly labeled and captioned, the result, as presented to a non-visual reader, is often garbled and confusing information.

The Scope attribute is the easiest way to make tables compliant with Section 508, and operates similar to the "COLSPAN" and "ROWSPAN" table attributes. These attributes provide a means to relate groups of related information to each other in a consistent manner and is enabled for assistive technology.

### Scope Attribute

The scope attribute tells the browser and screen reader that everything under the column is related to the header at the top, and everything to the right of the row header is related to that header. It's a straightforward concept.

To make tabular data more accessible to the disabled, assign "scope" to table headers.

- ▶ The simplest and most effective way to accomplish this is to use the scope="col" attribute in the < th > or < td > tag of every cell in a header row.
- ▶ Use the scope="row" attribute in the < th > or < td > tag of every cell in a header column.

Only use the scope attribute in header cells (cells at the top or left of the table).



## Table Summaries

Tabular data is very difficult for screen-readers to read in a way that makes sense to the user. One method of making it easier for your users with vision disabilities is to provide a caption and a summary of the table data. Any text that you enter into the Caption field will be displayed above the table and read aloud by screen readers.

Any text that you enter into the Summary field will not be displayed, but will be read aloud by screen readers.

### *Standards*

- ▶ Check that all th elements have a scope attribute. Please note that for Section 508 compliance the td tag must be replaced with th.
- ▶ Check that all td elements that act as headers for other elements have a scope attribute.
- ▶ Check that all scope attributes have the value row, col, rowgroup, or colgroup.



## Properly Coded Table – Example

| Shelly's Daughters |     |            |
|--------------------|-----|------------|
| Name               | Age | Birthday   |
| Jackie             | 5   | April 5    |
| Beth               | 8   | January 14 |

```
<table border="1" align="center">  
<caption>Shelly's Daughters</caption>
```

```
<tr>  
<th scope="col">Name</th>  
<td scope="col">Age</td>  
<td scope="col">Birthday</td>  
</tr>
```

```
<tr>  
<td scope="row">Jackie</td>  
<td>5</td>  
<td>April 5</td>  
</tr>
```

```
<tr>  
<td scope="row">Beth</td>  
<td>8</td>  
<td>January 14</td>  
</tr>
```

```
</table>
```



## Content in Multiple Languages

IIP understands the outreach efforts of embassies to reach our global audiences by having content translated in multiple languages. Although one needs to take into account different cultures, populations, and physical environments, one thing is for certain—**readers make the decision of a language preference first.**

To further assist the embassies in presenting content in multiple languages and provide better outreach to their local audiences, IIP has created standards for how that content should be displayed to the reader. It is important to note that these standards are based on best practices, industry standards, the actual amount of content translated, and environment.

In terms of language, the international community can be broken up into three (3) broad categories.

- ▶ Monolingual—readers know only one language.
- ▶ Bilingual—readers understand multiple languages, with proficiency in one.
- ▶ Multilingual—readers have the ability to speak multiple languages with proficiency.

The delivery of content to the multilingual reader is not as critical as to the monolingual or bilingual reader where English is not their first language. Here the challenge is to create a clear and logical path so that the readers can find content available in the language of their preference.

All embassies are not alike, and some may have a greater need to translate all of their content into several languages, while others may only need to translate a few critical documents into one language. Both of these needs must be met, so our usability experts studied the three categories of user based on their mental model and expectations. This study provided the information necessary to develop three (3) solutions for presenting content in multiple languages to site visitors.

1. **Partial Language Site** – This option places the language site content within the English Language CMS Site, but in a different folder. This allows the post to maintain a single site for all of their Language needs. Partial Language sites do not have a unique URL, but they do have all of their content displayed in the appropriate Language templates.
2. **Full Language Site** – This option is the most effective for reaching out to monolingual audiences where there is a strong preference to have content in one language or another.
3. **Individual Translations** – Translated articles are presented to visitors in 508-compliant PDF format.



## Partial Language Site

A Post may choose a partial language option if they wish to maintain all of their language content within one site and have less than 50% of their content available in a specific language. This language content can be accessed from the global navigation (see page 55) thus enabling readers to link to it at any point within the site.

Once a visitor clicks on the language link from the global navigation, they are directed to the language landing page where they can then navigate to the desired content.

## Full Language Site

A site that has more than 50% of its content available in a specific language will use the full language site option. The full language site can be accessed from the global navigation (see page 55) thus enabling readers to link to it at any point within the site.

Once a visitor clicks on the language link from the global navigation, they are directed to the language home page where they can then navigate to the desired content.

### *Standards for Full and Partial Language Sites*

- ▶ Language link will be labeled in the appropriate language (i.e. French will be labeled "Français") and placed in global navigation bar.
- ▶ All content linked from within the language site(s) will be presented ONLY in that language except for photo galleries. There will be no mixing of content between languages.
- ▶ All internal links within each language site will point to content in that language.
- ▶ All external links should point to content in that language whenever possible. If an external link points to content in a different language, that language must be identified in parenthesis at the end of the link. For example:  
<http://www.whitehouse.gov/espanol> (Español)
- ▶ All text graphics will be replaced with appropriate translated content and translated alt tags.
- ▶ All general content within the main structure of the site will be translated in the appropriate language. (About Us, Visas, News, Contact Us, Privacy).

**NOTE: POSTS CHOOSING THE PARTIAL LANGUAGE OPTION MAY OPT OUT OF DISPLAYING SOME SECTIONS OF THE SITE SUCH AS "U.S. CITIZEN SERVICES", "RESOURCES", ETC. HOWEVER, ALL SITES REQUIRE "CONTACT US", "PRIVACY" AND "SITE INDEX" IN THE FOOTER.**





## English Language Site with Links to Language (minimal translations)

Posts that have only a few pages of content available in a specific language will use this option.

A language link on the global navigation bar will link to a page listing all PDF documents in that language. The individual articles will also be linked from the "Translation" feature giving visitors full access to all available content.

### *Standards*

- ▶ Language link will be labeled in the appropriate language and placed in global navigation.
- ▶ All content linked from within the language site(s) will be presented in the language.
- ▶ There should be no mixing of language content.
- ▶ All documents will be labeled as PDF and identify the file size (following the link).
- ▶ All external links should link to content in that language whenever possible.
- ▶ All images and alt tags will be replaced with translated content.
- ▶ All page level linking of translations should be done using the translation feature.
- ▶ There should be no linking to languages from the local navigation bar on the left.



**cms**

Content Management System

## Global Navigation Link

All sites that support multiple languages will have a link on the global navigation pointing the visitor to the content available in a specific language. Once a reader clicks on the language link from the global navigation, they are directed to the language home page where they can then navigate to the desired content.



*Global Navigation Links for Language*

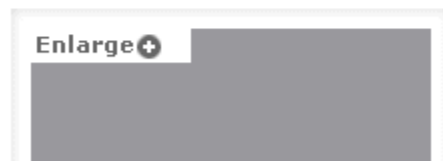
## Translation Feature

In addition to the global navigation link for languages, the CMS also provides posts the option of the "Translated" feature on all document level pages. This provides a one-click access to the content on the page the visitor is viewing to the same content available in other language(s). This feature can be used above or below the main article on a page.

### AMBASSADOR

TRANSLATION: [عربي](#) [Русский](#) [Français](#) [Español](#)

### Ambassador's Name



This page of the website holds the content of the Ambassador's biography. An official photo of the Ambassador (no larger than 500 x

*Example of the translation feature in use at the top of a page*



## User Friendly Pages

User-friendly pages are designed so that nothing interferes with the visitor getting to the content. A page that is slow to load, has distracting and unnecessary graphics, requires considerable scrolling to read, deviates from common look and feel are all obstacles that visitors must navigate before getting to what they need.

### Standards

- ▶ Pages should be small in size, no more than 60K, so they download quickly even over slow modems. Longer pages should be broken up into shorter ones.
- ▶ The number and size of images should be kept to an absolute minimum.
- ▶ No image should be larger than 20k.
- ▶ Pages should be easily scannable.

## File Naming Conventions

File names should be all lower case, and not contain any spaces or special characters.

## External Links

We recommend that links to external pages from post websites open a new browser window to make it clear to users that they are accessing a site not maintained by the post.

## Domain Names

There are four second-level domain names approved for Embassy, Consulate, Mission, and VPP public Internet websites:

1. countryname.usembassy.gov and/or cityname.usembassy.gov for embassies
2. cityname.usconsulate.gov for consulates
3. missionname.usmission.gov for U.S. missions to international organizations
4. sitename.usvpp.gov for Virtual Presence Posts

Embassies may elect to register only one of the approved domain names. If they choose to register both countryname.usembassy.gov and cityname.usembassy.gov, IIP Web Publishing will coordinate with embassy web staff to designate one domain as the post's primary domain. Embassies may no longer register a usmission.gov domain.



## Content and Maintenance

The Department of State does not review the content of web pages; this is the responsibility of the individual embassies that publish them. However, the content of any embassy web page contributes toward the perception of the overall Department of State web site. For this reason:

- ▶ Information published on embassy web sites should be as accurate and up-to-date as possible.
- ▶ Embassies should only publish materials that they have the capacity to maintain. Maintenance includes keeping the information on each web page up to date and keeping the design and technology of a whole web site up to date.
- ▶ Each embassy should have a clearly understood process through which designated individuals periodically review, maintain, and update the content of the embassies web site(s).
- ▶ Each embassy web site should have a contact to which visitors can send content corrections, updates, or questions.

In addition, content for the web can be greatly improved through appropriate writing style and formatting. Basic recommendations include:

- ▶ Content that visitors are expected to read online should be divided into short sections and provided with headings that allow a document to be scanned easily.
- ▶ Content should contain extensive cross-referenced links to make it easy to find related content.
- ▶ Text formatting such as bold or italics should be used sparingly to highlight key words or phrases that will make information easier to find.



## Accessibility Standards – Section 508

### What is Section 508?

Section 508 requires government agencies, and institutions receiving federal dollars, to ensure that all electronic and information technology applications are accessible to individuals with disabilities. (To learn more: <http://www.section508.gov/>)

[Section 508](#) of the Rehabilitation Act of 1973 was enacted to:

- ▶ Eliminate barriers in information technology,
- ▶ Create new opportunities for people with disabilities,
- ▶ Encourage development of technologies that will help achieve these goals.

The scope of section 508 and the Access Board standards are limited to the Federal government.

### Web Accessibility Initiative

- ▶ Was created by the W3C in 1997.
- ▶ Is a set of guidelines created to assist web developers, programmers, and designers in making web content accessible to people with disabilities.
- ▶ <http://www.w3.org/WAI/>

### Barrier to Access

Section 508 addresses accessibility for people who have:

- ▶ Visual disabilities.
- ▶ Hearing disabilities.
- ▶ Motor disabilities.
- ▶ Speech disabilities.
- ▶ Cognitive Disabilities.

Simply put, accessible web sites pose no barriers to the disabled. The information and functionality contained in the web site or application are just as accessible to people with disabilities as they are to people without. There are more than 750 million people living with disabilities.

As we become more dependent on the Internet for information and services it is critical that the web be usable by everyone. It is not only the right thing to do, it's the law -- In 1998 Congress amended the Rehabilitation Act to include Section 508.



## Accessible Design

- ▶ Allows as many people as possible to use technology regardless of disability, age, or functional limitation.
- ▶ Benefits everybody by enhancing:
  - Usability
  - Device independence
  - Globalization/localization

## Unique Page Title

Every page of your web site should have a unique and meaningful page title.

### *Standards*

- ▶ The home page title can simply be the name of your web site.
- ▶ Category pages should include the name of your web site, followed by the name of the category.
- ▶ Individual pages should include the name of your web site, followed by the entry title.

## Heading Tags – Proper Use

Using heading tags to structure the content on your web pages will not only provide context for screen reader users, but enable them to skim through a page.

### *Standards*

- ▶ Use level-1 headings <H1>for page titles, level-2 headings <H2>for section titles, level-3 headings <H3>for sub-section titles, and so on.





## Accessible Video

Use of multimedia content on the web is growing, and CMS 2.0 offers post web managers expanded multimedia capabilities. It is important for Web developers to address usability needs now.

*Guideline (b) of the Access Board standards states: "Equivalent alternatives for any multimedia presentation shall be synchronized with the presentation."*

The word "synchronized" is key. It is possible to create a separate file with the text of the contents of an audio file or a detailed description of a video or animation. However, to comply with section 508, you must synchronize a multimedia file with a text equivalent.

## Captioning and Transcripts

The two typical methods of providing a multimedia alternative are captioning and transcripts. Provide captioning for video files and transcripts for audio files. Although a transcript isn't synchronized, you can use this method for **audio** files since audio is technically one (not multi) media.

**Captioning** - the on-screen textual presentation of audio material such as spoken dialogue. Unlike subtitles, captions have the option of being turned on or off.

## Captioning Advantages

- ▶ Besides aiding those with hearing loss, captions also help persons with hearing disabilities.
- ▶ Increases learning and retention.
- ▶ Helps increase literacy.
- ▶ Aids in learning a second language.
- ▶ Facilitates the conveyance of audio content in environments that are noisy (e.g., a quiet library or no sound card or speakers).



## Tips for Captioning

The method you provide to activate and deactivate accessibility features, such as audio descriptions and captions, should be intuitive to a person requiring that feature.

**Closed captioning** - The text equivalent of the audio material is placed on a separate channel so users can turn it on and off. Use this format whenever possible, since it allows users to decide whether or not to display captions.

**Open captioning** - Embeds the text permanently on the same layer as the video signal, so you cannot turn it off.

## Microsoft Media Player

Microsoft developed a format for authoring captions named the Synchronized Accessible Media Interchange (SAMI). Writing a SAMI document is easy for Web developers since it's based on HTML. SAMI supports various captioning and audio description specifications in one format. This means you could author a SAMI document and use it to broadcast a program via a television channel, the Web, or DVD. For a complete SAMI tutorial visit [WebAim.org](http://WebAim.org).

## QuickTime

QuickTime media files include tracks for Video, Audio, Flash, HREF & Text. QuickTime also supports [SMIL](http://www.w3.org/SMIL/) files to create text captions. SMIL is a World Wide Web Consortium (W3C) Recommendation. For more information about W3C and SMIL 2.0, see the Web site at <http://www.w3.org/SMIL/>.

## Captioning a QuickTime movie

1. In a text editor type out the text to be used.
2. Create a new movie in QuickTime.
3. Choose **Import > File** and select the text file.
4. Select **Convert** to convert the text file to a text movie (track). At this point, you can also choose formatting options for the captioned text.
5. Save as a movie and play it.



## Accessible PDF Documents

PDF documents be tagged for accessibility, and the latest versions of Adobe Acrobat (8.0 and 9.0) will automatically create accessible PDFs from common files (.doc, .docx, .html). Adobe Acrobat 9.0 also allows users to update existing PDFs to make them accessible, although currently there is no requirement for posts to update older versions of PDF documents. However, making them accessible will also make them searchable.

### Standards

- ▶ All Documents will have a unique page title. (You do this in "Properties")
- ▶ Language must be designated. (You do this in "Properties")
- ▶ Document must be text based, not scanned.
- ▶ All images must be tagged.

### Creating an Accessible PDF

First, configure Acrobat.

1. Under Advanced, choose **Accessibility** from the dropdown menu, and select **Setup Assistant**.
2. When the dialogue box opens, the radio button "**Set all accessibility options**" should be selected.
3. Click the bar labeled "**Use recommended settings and skip setup.**" The dialogue box will close, leaving the blank window.

### Converting a Word document to PDF within Adobe Acrobat

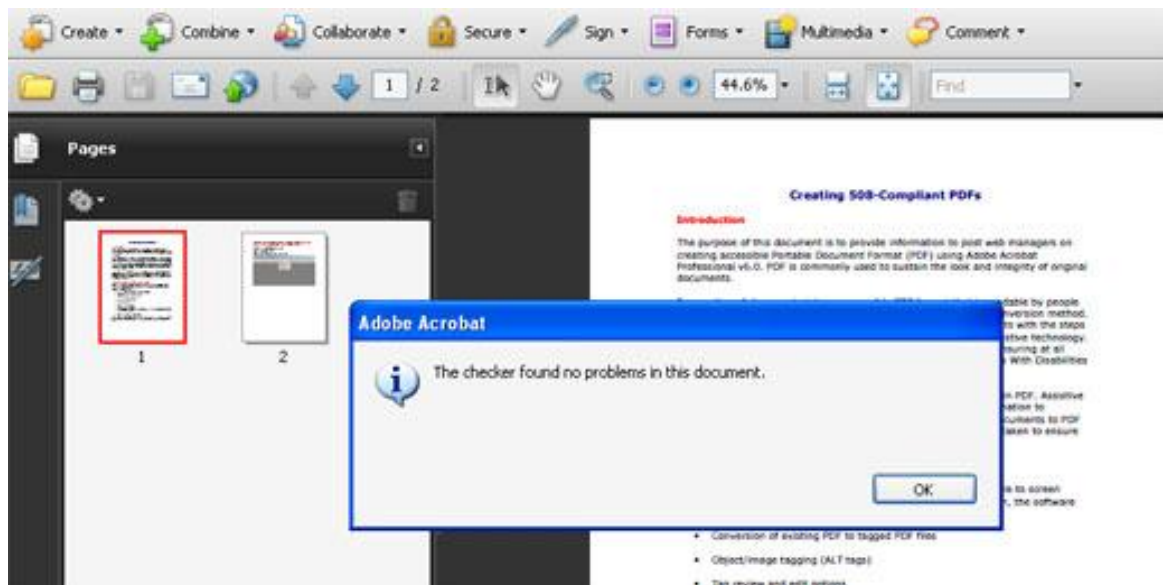
1. Click **Create**, and select PDF from file. (CTRL-N)
2. Browse for the document you wish to convert and click **Open**.
3. Acrobat will automatically create the PDF.
4. Save the PDF.

### Checking a PDF for Accessibility

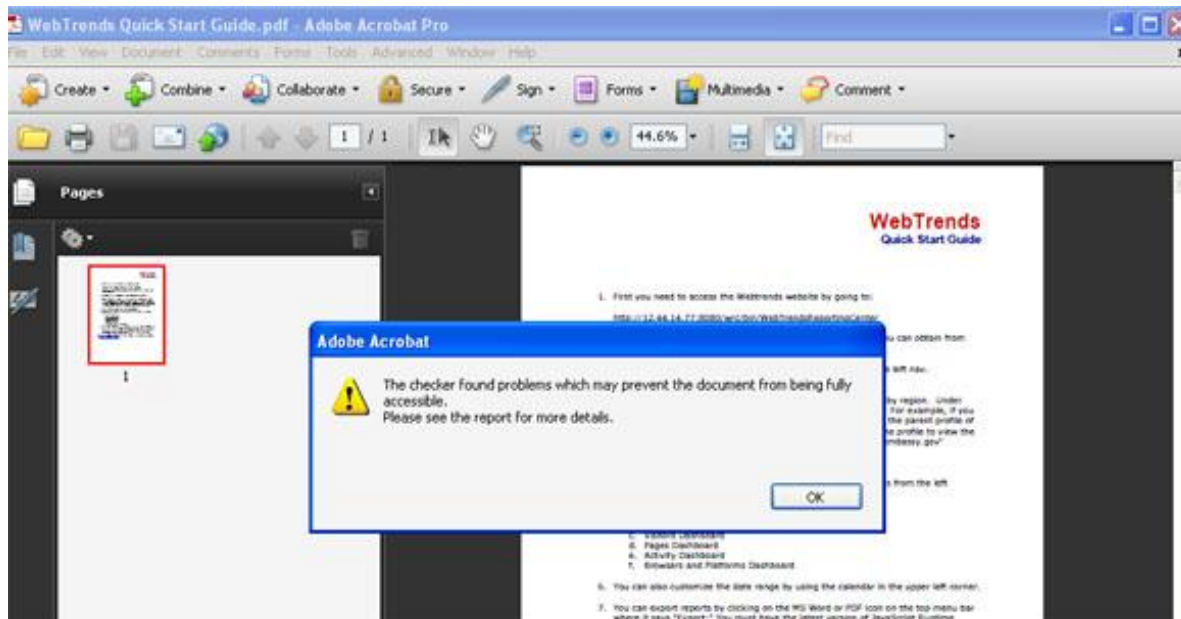
1. Open the PDF in Acrobat.
2. Under Advanced, choose **Accessibility** from the dropdown menu, and select **Full Check**.
3. When the dialogue window opens, leave all of the checkboxes marked and click the button labeled "**Start Checking**." Adobe will scan the PDF for required tags.



When the scan is finished, you will see this alert displayed if the PDF is fully accessible:



If any accessibility tags are missing, the following alert will display, and clicking **OK** will open a report of the problems found along with instructions for fixing them.





## Resources

- ▶ **Request for Registering of New or Recurring Websites** (OpenNet)  
<http://ds3081.irm.state.gov/>
- ▶ **Department of State Internet Steering Committee**  
<http://iip.r.state.sbu/ISC/default.aspx>
- ▶ **5 FAM 700 Internet and Intranet**  
<http://www.state.gov/m/a/dir/regs/fam/05fam/0700/>
- ▶ **5 FAH-8 Web Development Handbook** (OpenNet)  
<http://arpsdir.a.state.gov/fam/05fah08.html>



## Cables

- ▶ 132990 09-20-2007 Bringing the Content Management System to All Embassies:  
[http://telegrams.state.gov/aldac/view\\_telegram.cfm?teleid=7376022](http://telegrams.state.gov/aldac/view_telegram.cfm?teleid=7376022)
- ▶ 270359 09-23-2003 New Website Resource for Embassies: Easier Development, Better Design: [http://telegrams.state.gov/aldac/view\\_telegram.cfm?teleid=840486](http://telegrams.state.gov/aldac/view_telegram.cfm?teleid=840486)
- ▶ 118332 05-26-2004 Overseas Public Web Site Domain Name Policy:  
[http://telegrams.state.gov/aldac/view\\_telegram.cfm?teleid=2654918](http://telegrams.state.gov/aldac/view_telegram.cfm?teleid=2654918)





## Contacts

- ▶ IIP Office of Content Support Services (IIP/CSS): Martha Chaconas, Office Director, 202-632-2843; [chaconasmj@state.gov](mailto:chaconasmj@state.gov)
- ▶ IIP/CSS/CMS: Dominique Sullivan, CMS Project Manager, 202-632-2862; [sullivandd@state.gov](mailto:sullivandd@state.gov)
- ▶ Customer Support: [embassy-help@getusinfo.com](mailto:embassy-help@getusinfo.com)
- ▶ Internet Steering Committee: OpenNet: <http://iip.r.state.sbu/ISC/default.aspx>
- ▶ PhotoFile: [photofile@state.gov](mailto:photofile@state.gov)



## Glossary

A-----

**Accessible Designs:** Allows as many people as possible to use technology regardless of disability, age, or functional limitation.

**Accessible Video:** a synchronized multimedia file with a text equivalent.

**ALT Tags:** describes an image's content rather than identifying persons or places.

B-----

C-----

**Captioning and Transcripts:** methods of providing an alternative means of accessing multimedia content by providing captioning for video files and transcripts for audio files.

**Captions:** provide information that enables the visitor to fully understand the purpose of the photo without misleading or confusing them.

**Closed Captioning:** the text equivalent of the audio material is placed on a separate channel so users can turn it on and off.

**Color Palette:** Contains a selection of colors that can be extremely effective for creating perceptual effects. Also can reinforce the layout; allowing an increased comprehension for the visitor. The Department of State uses a primary color palette as well as a gray scale palette.

D-----

**Design Standards:** to ensure consistency, offer a sense of place within the site, and support implicit association between the brand (U.S. Department of State) and the provided source (Embassy, Mission, Consulate, etc.). Design standards ensure that the user knows what to expect, how the site will look, where to find everything, and as well as how everything works.

**Domain names:** an organization's unique space on the internet or also referred to as your websites address.

**Dropdown:** a menu of options that appears below the item when the computer user clicks on it. User does not need to navigate to a new page in order to view the menu.

E-----

**Embassy Templates:** a model or standard created to provide a common look and feel for all Embassy websites.



**Embedded Code:** this feature allows users to embed videos from IIP Digital website.

**English Language site with links to language:** Posts that have only a few pages of content available in a specific language will use this option. A language link on the global navigation bar will link to a page listing all PDF documents in that language. Posts may also link to language Pages and PDFs using the Translation feature.

**External Links:** links (URLs) to external pages that are not a part of the CMS. External links must open up in a new window.

F-----

**Feature Boxes:** a collaboration system prototype that provides easy access to vital information, highlights content of interest, and serves as a third level of navigation.

**Feature-Carousel:** Used to display related items, such as available multimedia features. The content can either showcase embassy programs, or be pulled from available content on IIP Digital

**Feature- Links:** used to provide links to multiple pieces of content or links in a list format.

**Feature-Single Image:** used to display a single image which spans the entire width of the feature box. It can be linked to open up an internal or external site. It is located in the right bucket of the webpage.

**Feature text/image:** designed to accommodate a wide variety of content. It includes a section title and short description as well as an optional photo. It is located in the right bucket of the webpage.

**Feedback:** enables web manager to insert a link that the visitor can use to directly contact the embassy with their feedback on the page

**File naming conventions:** the standards of naming your files when saving them. File names should be all lower case, and not contain any spaces or special characters.

**Full Language Site:** A site that has more than 20% of its content available in a specific language

G-----

**Global Navigation:** The main horizontal site navigation that appears throughout the entire site. It contains a set of dropdown menus located at the top of each page that allows users to see all pages within each section of the website.

**Government Regulations:** rules and standards set by the government



**Graphics:** photographs or visual presentations

H-----

**Heading tags:** a way of structuring the content on your page so the user can quickly skim through the page.

**Headlines 120, 90, 60:** Headlines are a current listing of stories that are of interest to the embassy audience, such as, embassy programs, events or news. The numbers 120, 90, and 60 are the dimension numbers of the photo paired with the headlines.

**Home Slideshow:** located on the home page, it presents up to four (4) pieces of content (images etc.) which will rotate automatically or can be manually advanced by the visitor.

I-----

**Index page:** showcases the critical content and links which may be useful to the audience.

**Information Architecture:** The organization and effective structure of a webpage. The embassy's structure is comprised of four (4) main areas, and then broken down into sub-groups that better assist the user in finding specific information.

**Internal pages:** present content to the visitor that they have been searching for. These are the pages within your website.

J-----

K-----

L-----

**Layout templates:** Available in a page layout's Display tab. Page Layout Templates provide different plans or designs available to format content of the page.

**Listing Page:** Pages that provide the content in a list layout, allowing the publisher to present large amounts of content to the visitor effectively. Listing pages are often used to provide a list of hyperlinked titles directing site visitors to content such as press releases, speeches or warden messages.

**Local (left) Navigation:** provides links for the current level within the site hierarchy and a fast route for visitors to get to the content in which they are most interested.

M-----

**Main Content Area:** contains content specific to the section. The main content area is expandable and can support small, medium and large amounts of content. This is the focus point of the page. (pg.23, 33, 34)



**Media Management Tool:** A location where the publisher can post and link forms to. The forms can either be online or document based.

**Microsoft Media Player:** used for playing audio files, video files and viewing images.

**More Links:** an optional addition to all feature boxes, this allows a post to guide visitors to the complete list or to provide further assistance to complete a task.

N-----

O-----

**Official Banners:** official labeling for all embassies under the Department of State. This header is one of the branding elements of the Department of State.

**Official Seals:** the symbol of the U.S. Department of State, one that is recognized and respected. It helps link all web sites in the visitors mind and is a badge of credibility that

**OMB:** Office of Management and Budget. This office is responsible for approving all forms before they are posted onto a CMS website.

**Online Forms:** forms that are available through a website via the internet.

**Open Captioning:** Embeds the text permanently on the same layer as the video signal, so you cannot turn it off.

P-----

**Pagination:** used to paginate long pieces of content. It places linked numbers at the bottom of a content channel that allows site users to progress through pages of content.

**Photo Credits:** when an organization uses or duplicates information available from the private sector as part of an information resource, product or service, the organization must ensure that the property rights of the private sector source are adequately protected. As a publisher, this means credit must be given to the organization that the photo or information is duplicated from in the files caption or headline.

**Photo Gallery:** Several images put together to highlight an event or function.

**Portal:** an entrance or access to something larger.

**Post News/RSS Feed:** four (4) articles to display a headline and brief description. These are displayed directly to the right of the Home page slideshow. They can be created by the embassy or displayed using an RSS Feed. An RSS Feed is a method of pulling news from online publishers and posting it on your site, providing fresh content to your users.



**Privacy Notice and Disclaimer:** a statement that describes how user information may be tracked as well as what is done with information collected from users.

Federal websites must include a privacy policy statement, even if the site does not collect any information that results in creating a Privacy Act record.

Q-----

**QuickTime:** a technology which allows for the production of video and multimedia.

R-----

**Readability:** high quality writing that is easy to understand and read.

**Real Estate:** available space on the page.

S-----

**Schema:** an organization or layout of concepts and actions .

**Scope Attribute:** tells the browser and screen reader that everything under the column is related to the header at the top, and everything to the right of the row header is related to that header.

**Section 508:** requires government agencies, and institutions receiving federal dollars, to ensure that all electronic and information technology applications are accessible to individuals with disabilities. It Eliminate barriers in information technology, creates new opportunities, and encourages development of new technologies.

**Share:** enables visitors to easily spotlight content from the site on their personal Facebook, Digg, and other social media outlets with a simple click of the mouse.

**Standard Footer:** a branded element of the Department of State, located at the bottom of each page. The standard footer contains the official disclaimer, global navigation links, and links to multimedia pages, community outreach pages, FAQs, site map, and privacy statements. It may also provide links to USG and partner sites, and other USG sites in the country.

T-----

**Tabbed Area** (Content Channel): offers embassies the ability to display multiple key embassy programs and partnerships without taking away from the daily content.

**Tables:** charts used to display informal, statistical data.

**Table Summaries:** a caption that includes a short summary or analysis of the important information in a table. This is helpful for readers with disabilities.

**Terms of Language:** whether a user is monolingual, bilingual, or multilingual.





**Translation:** enables the web manager to link directly to a corresponding Language translation of the content.

**Typography:** the technique of arranging verbal and visual communication in an effect way.

U-----

**Unique page title:** a title that is appealing and original as to catch the user's attention.

**User friendly pages:** designed so that nothing interferes with the visitor getting to the content and all content is easily found and accessible.

V-----

W-----

**Web Accessibility Initiative:** created by the W3C in 1997, it is a set of guidelines created to assist web developers, programmers, and designers in making web content accessible to people with disabilities.

**Web Manager:** the person who maintains, updates, and manages the content of the site.

X-----

Y-----

Z-----